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the watermark insertion apparatus according to claim 1;

a program input section that inputs a program in which the watermark insertion apparatus according to claim 1 has inserted said watermark and said watermark verification code; and

a watermark detection section that extracts said watermark from said program and generates ID information that uniquely identifies said distribution destination based on said watermark;

wherein a distribution destination is identified based on generated said ID information.

- 8. The program illegal distribution prevention system
  15 according to claim 7, wherein said watermark insertion apparatus is provided at said distribution destination.
  - 9. A watermark insertion method wherein:

watermark that differs for each program

20 distribution destination is inserted in said program and said watermark is used;

said program is prevented from operating correctly when said watermark is tampered with; and

watermark verification code that is identical
25 regardless of said distribution destination is inserted
in said program.

10. A watermark insertion method wherein: